

James Phelps

John Bris

UWSMC – Feb. 15, 2012





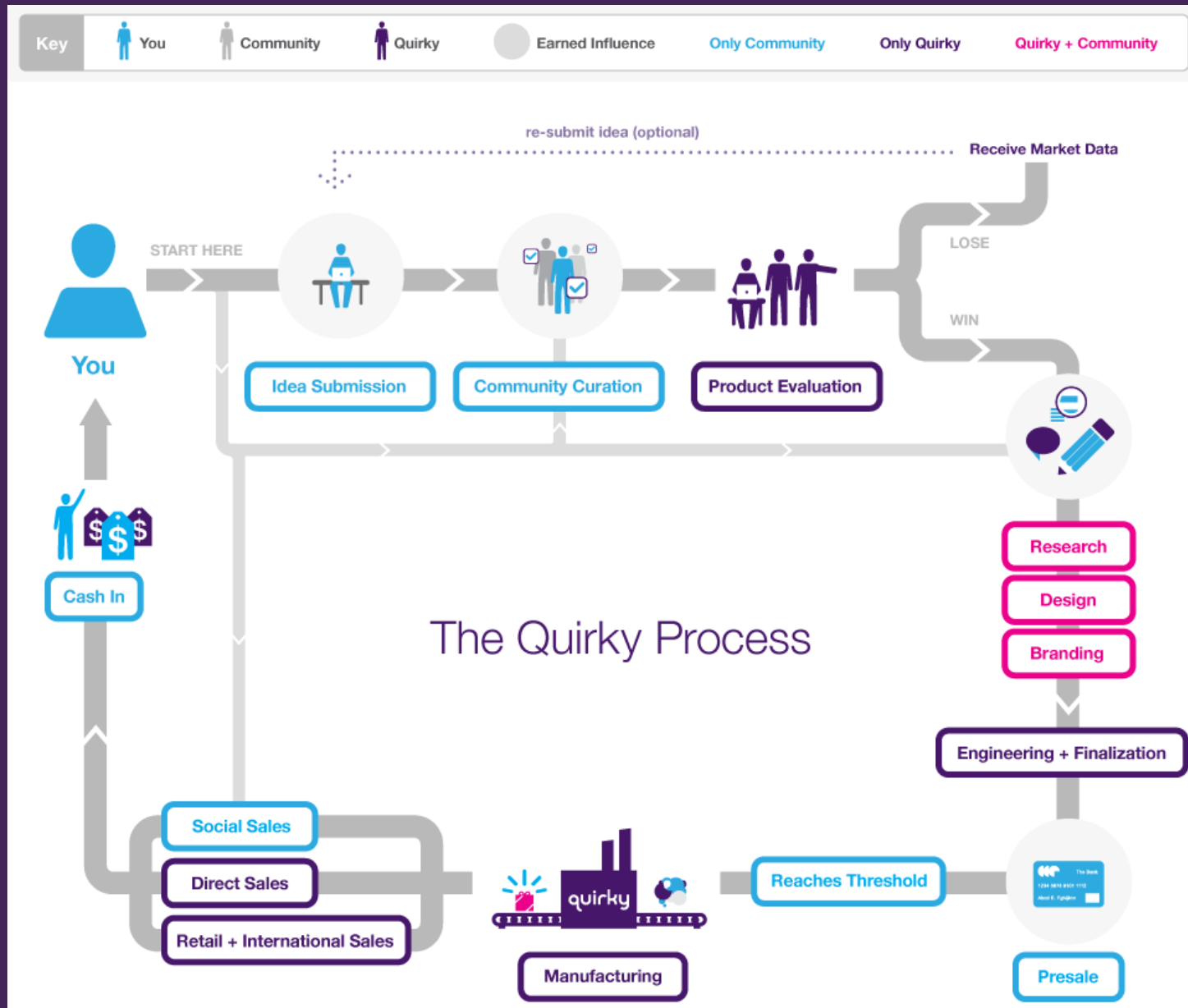
Quirky is a social product development company founded in June 2009 by Ben Kaufman.

As of September 2011, Over 100,000 users most of whom are college educated between the ages of 18-34, split nearly equally between men and women.

Quirky has developed over 175 products.

Quirky earnings 2011 - between \$6-10 million.

How does Quirky work?



The 2 Parts of Quirky. Part 1: Ideas



Submit your idea - \$10.00.

140-CHARACTER IDEA DESCRIPTION

Here's your big chance to pitch the community on your idea. Be descriptive and convincing!

140 Remaining

CHOOSE A CATEGORY

Which of these categories best fits your idea?

Kitchen

Toys

Home Decor

Lawn & Garden

Electronics

Organization

Fitness

Accessories

Pets

Other

DESCRIBE THE PROBLEM YOU'D LIKE TO SOLVE

We believe the best products solve a problem, so tell us yours.


The 2 Parts of Quirky. Part 1: Ideas



General product evaluation for 30 days - this general evaluation is done by the Quirky community.

VIEW: Product Evaluation Categories ▼ Filters ▼

Newest Ending Soon Most Active Under Consideration



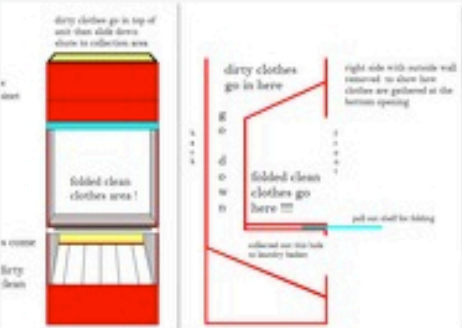
Portable Car Laptop Workstation.

By: [Robert McKibben](#)

Accessories

1 VOTE SAVE Twitter Facebook

More ▼



A new design!!! A laundry sorting system to help keep the laundry room looking good and working smooth. No more mildew on dirty clothes.

By: [Richard Dalprai](#)

Organization

0 VOTE SAVE Twitter Facebook


More ▼

The 2 Parts of Quirky. Part 1: Ideas





Every week Quirky marks several ideas from the general round as “Under Consideration”. If your idea is marked as “Under Consideration” it moves into that week’s finalist round. For every idea in “Under Consideration” Quirky completes DMV (design potential, marketing potential, and viability) analysis.






NewestEnding SoonMost ActiveUnder Consideration




Waterproof "bluetooth" earplug w/ mp3 waterproof WATCH, surf and do other water sports with while listening to music, no strings attached.

 By: [jamie meistrell](#)


 Fitness


 17  VOTE  SAVE  






More ▼



All you've got is a laptop and you live in a coffeshop! Use a device that mounts onto your laptop to help you personalize and organize it.

 By: [Jampo](#)

 Electronics

 14  VOTE  SAVE  

More ▼

The 2 Parts of Quirky. Part 1: Ideas



- 1) Winning ideas go into development by Quirky team.
- 2) Once the product is completed, pre-sales begin – if over 1000 units pre-sold, product is manufactured.
- 3) Winning ideas earn – 35% of community revenue for product which is 30% from Quirky site revenue + 10% from Retailers.



Invented By:
Jake Zien

Influence & Stats:

Total Paid Out: **\$187,320.09**
Development Duration: **about 1 month**
Days in Store: **279**
Units to Date: **188,686**

Pivot Power

A Creative Outlet

\$29.99



Invented By:
Matthew Fleming

Influence & Stats:

Total Paid Out: **\$34,418.26**
Development Duration: **23 days**
Days in Store: **447**
Units to Date: **207,252**

Wrapster

Wrangle the Tangle

\$6.50

The 2 Parts of Quirky. Part 2: Influence





Benefits of Quirky



So a company you are working with has a great product idea, but no funds to produce it.

Big Benefit - Quirky handles all costs associated with bringing the product to market!

Only costs \$10 for 30 days on site



Say they have a great idea for
a product for Earbud Cord
management for iPods, so the
cord won't get tangled!



If your product is chosen, you get a Product Team

Influence / Peddle Powered Battery / Overview



Welcome to Nicholas Ashley's idea...

Peddle Powered Battery Overview

The E-Ped is a peddle powered lithium ion battery and outlet. That provides you with a mobile, on the go, pocket sized charging station.

 18 Comments

Project Team



more...

Comments



Product Timeline

Evaluation

Product Evaluation

Time Left: **Complete!**

Influence FAQs

[How do I vote for an idea?](#)

You'll see a big checkbox to an idea, click it and you've voted. Further, you can go in and rate all the ideas based on the criteria that we've set. Super

The Quirky Team & Community Does your Product Research



Product Research

[Product Overview »](#)

In this project, we'll need you to answer some key research questions about Jason Hunter's [collapsable cookware](#) so we can further define this product.



5% Influence ?
is up for grabs

2 days 20:32:03 left
Take this survey and earn influence

Product Timeline

Evaluation

Product Evaluation

Time Left: **Complete!**

Research

Product Research

Time Left: **2 days 20:32:03**

Product Design

Concept Phase

1. Where do you usually store your cookware? (select all that apply)

☐ Cupboards above counter☐ Pantries below counter☐ In the oven☐ Drawer below oven☐ Stove top☐ Counter top☐ Kitchen island☐ Other☐ N/A

2. How do you usually store your cookware?

☐ Separate stacks☐ Stacked within one another☐ On their sides☐ Hanging☐ Each piece with it's lid☐ However it fits☐ Other☐ N/A

3. Which pieces of cookware are the hardest to store? (select all that apply)

☐ Pots☐ Pans☐ Lids☐ Colander☐ Cutting board☐ Large stock pot☐ Baking pans



Then your product moves on to the
Concept Phase. The community comes
up with numerous concepts for the
product,
And votes on them...

Like these, which everyone votes on...



Wrapster that opens »



by: Blatrip

0 Comments

Vote For This



Wrap or wear as a Necklace! »



by: Tony Pascal

2 Comments

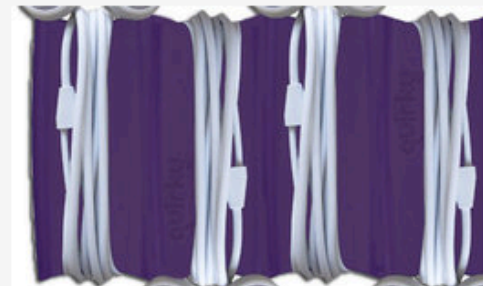
Vote For This



Q SHAPED EAR BUD HOLDER »



by: CHIPS

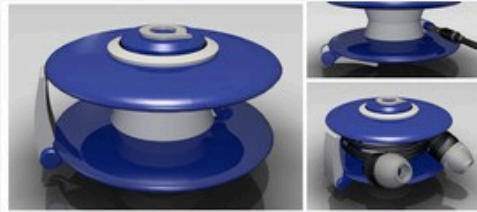


Wrapster Travlers »



by: Vicky Laursen

and these...



FLIP OPEN THE SPRING LOADED "GATE", INSERT MINI JACK INTO RECEIVER. PRESS "QUIRKY BUTTON" & THE BUDS ARE AUTOMATICALLY WOUND UP ON THE SPRING LOADED RETRACTOR. CLOSE THE "GATE" FOR STORAGE. TO RETRIEVE THE BUDS, SIMPLY OPEN THE GATE GENTLY PULL THE BUDS.

Bud Winder Cord Retractor »



by: [Scott Wilkie](#)



3 Comments

Vote For This



Wrap Card

(Credit-Card Sized)



Store the card in your wallet when not using.

Wrap Card... Flat credit-card sized Wrapster. »

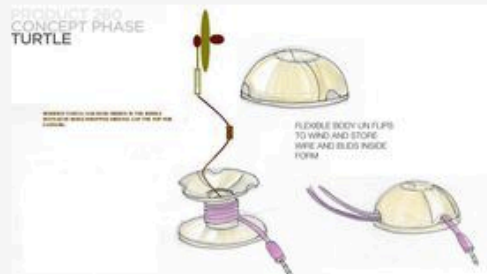


by: [robertswww](#)

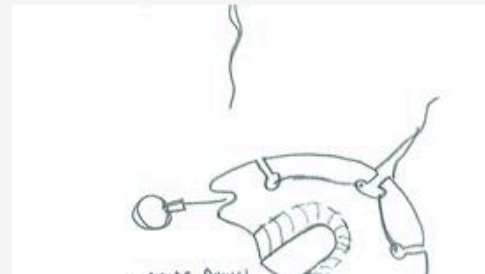


5 Comments

Vote For This



Turtle modified: buds in middle and ziploc edges for waterproofing. »

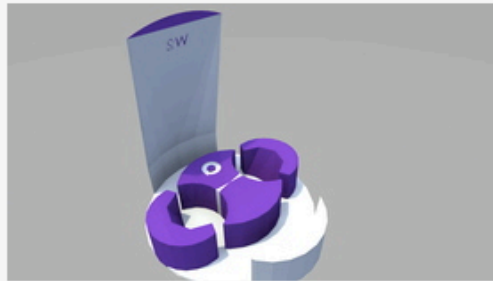


A plastic wrapster in the shape of a funky bow tie »



by: [Don Wilson](#)

and these...



Circles over circles »

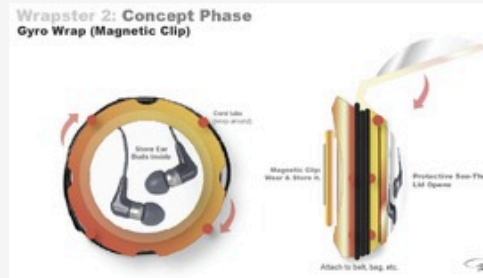


by: Nikolaos Spyropoulos



1 Comments

Vote For This



Gyro Wrap 3 (Magnetic Clip) »

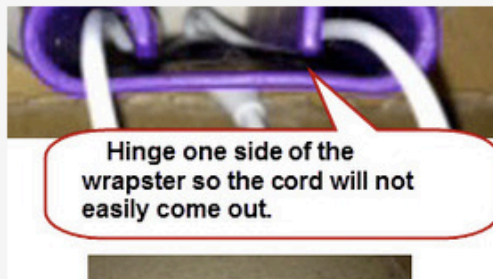


by: Peter A. Wachtel



4 Comments

Vote For This



Hinge one side of the original Wrapster »



by: TSmith



iAngle by Versed General LLC »

Eric Ransom by: Eric Ransom

110 Concepts in this case, all with details



Nested Earbuds

1 Comments



3 Vote(s) Left for this project



5% Influence is up for grabs



Vote For This

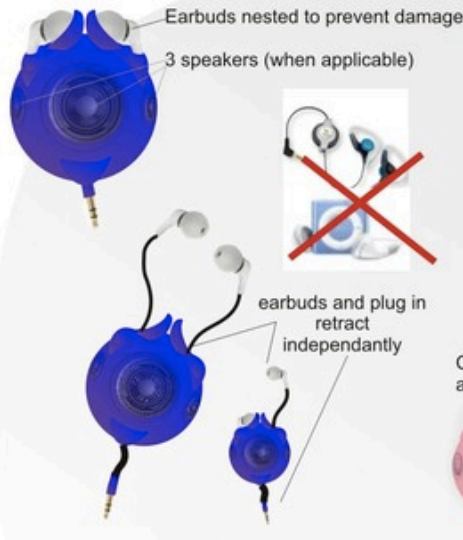


Project Brief

Product Design: Concept Phase

In this project, we want you to submit sketches, images, videos, and other visuals that illustrate design directions for the next generation of [Wrapster](#). We'll use the top concepts as a starting point for our final design sketches.

("Shuffle") w/built in nested earbuds and separate speakers
Design "Concept" Only



Use as:

"iPod"
earbud only
speakers only

Note: Use earbuds and speakers separately when you use your cell phones, laptop, computer, TV.

Speakers are handy when sharing with friends or listening for phone to ring.

Clip doubles as stand when used as speaker. LED read-out on reverse



Meet The Creative




Michael Mattox
Short Naps, Ideation, Design, Research, productcostan, smallbusiness

Then comes Product Design and again everyone votes...



PRODUCT 260
CME
ANODIZED BLUE/CLEAR BLUE




ANODIZED BLUE/CLEAR BLUE »

by: sally rumble

4 Comments

Vote For This ☒

PRODUCT 260
CME
WHITE/TURQUOISE




WHITE/TURQUOISE »

by: sally rumble

6 Comments

Vote For This ☒


PRODUCT 260
CME
WHITE/CLEAR



WHITE/CLEAR »

by: sally rumble

PRODUCT 260
CME
PINK



PINK »

by: sally rumble



Once The Design is Done



Wrapster

Wrangle the Tangle

\$6.50

Charcoal

Add to Cart

Tweet 107

Like 311

share Earn 10% on sales!



The Community Helps you Name it!



<p>Omicron by: Joe Phillips</p> <p>Vote For This <input checked="" type="checkbox"/></p>	<p>Bud Hub by: simplyinclined</p> <p>Vote For This <input checked="" type="checkbox"/></p>
<p>Cord Cribs by: Ermias Kebede</p> <p>Vote For This <input checked="" type="checkbox"/></p>	<p>Cord Crib by: Ermias Kebede</p> <p>Vote For This <input checked="" type="checkbox"/></p>
<p>Cocoon by: David Einar</p> <p>Vote For This <input checked="" type="checkbox"/></p>	<p>ROCKnREEL by: ByrdBrain</p> <p>Vote For This <input checked="" type="checkbox"/></p>
<p>Wrap-it-Up by: Ayesha Washington</p>	<p>It's A Wrap by: Kevin Davis</p>

With 536 Choices...



<p>Omicron by: Joe Phillips</p> <p>Vote For This <input checked="" type="checkbox"/></p>	<p>Bud Hub by: simplyinclined</p> <p>Vote For This <input checked="" type="checkbox"/></p>
<p>Cord Crib by: Ermias Kebede</p> <p>Vote For This <input checked="" type="checkbox"/></p>	<p>Cord Crib by: Ermias Kebede</p> <p>Vote For This <input checked="" type="checkbox"/></p>
<p>Cocoon by: David Einar</p> <p>Vote For This <input checked="" type="checkbox"/></p>	<p>ROCKnREEL by: ByrdBrain</p> <p>Vote For This <input checked="" type="checkbox"/></p>
<p>Wrap-it-Up by: Ayesha Washington</p>	<p>It's A Wrap by: Kevin Davis</p>

The Community Helps with your Tagline



Base For Your Buds »



by: [hazzardhero](#)



0 Comments

Vote For This Idea



Cordon Blues! »



by: [Kyle Dulan](#)



0 Comments

Vote For This Idea



On your own accord! »



by: [Kyle Dulan](#)



0 Comments

Vote For This Idea



Rock Your Roll »



by: [Josh Osborne](#)



0 Comments


Vote For This Idea





In Fact 255 Tagline Choices!




(A) Wrappers Delight »


 by: [Donny](#)


 1 Comments

[Vote For This Idea](#) 


Wind it up or Wind it out »


 by: [Ken Somerby](#)


 0 Comments

[Vote For This Idea](#) 

Strap + Wrap »

 by: [Donny](#)

 0 Comments

[Vote For This Idea](#) 

← 22 23 24 25 26 →

When your product goes on sale,
you get a cut!



"Quirky shares 30 percent of all top line revenue brought in by direct sales on [quirky.com](https://www.quirky.com), as well as 10 percent of indirect retail sales revenue, with each product's influencers. About 35 percent of that reward goes to the ideator/inventor."

Which can add up to a lot of money depending on your



f Like

311

share

Earn 10% on sales!



Wrapster - Wrangle the Tangle

With Quirky's Wrapster, you can say good-bye to tangled earbud headphones — we've created the ultimate cord management solution! The Wrapster's unique design allows you to wrap your cords vertically, which means more convenience and less bulk.

Features:

- Slim, modern, compact design — fits in your pocket!
- Constructed from durable plastic.
- Ear bud cords run through two separated side tubes and wrap around a central bar.
- When cords are not wrapped up, Wrapster can serve as a stand to hold your 3G or 4G Apple iPhone in landscape mode.

Dimensions: 2.6" × 1.2"



Invented By:
Matthew Fleming

Influence & Stats:

Total Paid Out: **\$34,408.84**
Development Duration: **23 days**
Days in Store: **446**
Units to Date: **207,231**



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In this case, the
inventor would get
\$10,332
(35% of the payout)



Drawbacks of Quirky



- Site is not yet able to generate high sales
- Most products generate less than \$30,000 paid out to community
- Products mainly sold on website (also mentions retail & international)
- Can the site continue with this amount of sales?

This was the highest payout found



Pivot Power White ▾

Add to Cart

Tweet 1,315

Switch back to Johnny Brist to use this s

share Earn 10% on sales!

Pivot Power - A Creative Outlet

Pivotable Surge Protection

Reclaim your outlets with Pivot Power, an adjustable power strip that holds large adapters in EVERY outlet!

ADJUSTABLE OUTLETS

Six adjustable outlets. Finally, every plug fits into every outlet.

SURGE PROTECTION

672 Joules of rock-solid protection.

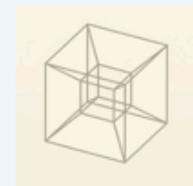
FLEXIBLE SHAPE

Pivots around furniture & hard to reach places.

CRAZY REACH

Six feet of cord with a flat head plug.

LARGON



Invented By:
Jake Zien

Influence & Stats:

Total Paid Out: **\$187,320.09**
Development Duration: **about 1 month**
Days in Store: **278**
Units to Date: **188,453**



Solution:

Partner with other sites that have high traffic
to increase sales

Increase retail sales at select retailers

Get the site more well known



References:

Alexa - <http://www.alex.com/siteinfo/quirky.com>

CBS News -

<http://www.cbsnews.com/video/watch/?id=16293222n?tag=bnetdomain>

Wikipedia - <http://en.wikipedia.org/wiki/Quirky>

Quirky – <http://www.quirky.com>